

**U.S. Department of Health and Human Services
Substance Abuse and Mental Health Services
Administration
National Recovery Month Planning Partners Meeting**

Wednesday, September 3, 2014

9:00 a.m. – 4:00 p.m.

1 Choke Cherry Road, Rockville, MD 20857

PARTICIPANTS

Robert Ashford
Daphne Baille
Kate Buchanan
Debra Battista
Karen Braxton
Edna Brown
Deborah Browning
Holly Cekala
Vikram Surya Chiruvolu
John de Miranda
Dona Dmitrovic
Devin Fox
Maryanne Frangules
G. Peter Gaumond
Jim Gillen
Scarlet Gleeson
Vicki Griffiths
Maria R. Hampton
Kristin Harper
Rabbi Hirsch Chinn
George Hoehmann
Misha Kessler
Cathy Khaledi
Joan Kub
Maria LaFriniere
Robert Leis
Cortney Lovell
Mimi Martinez McKay
Iden Campbell McCollum
Laureen McNeil

ORGANIZATION

Young People in Recovery – Texas
TASC, Inc.
Alliance for Children and Families/DC
Recovery Redefined
Synergy Enterprises, Inc.
Synergy Enterprises, Inc.
Pennsylvania Department of Health
Rlcares
Techno Therapy
Chicago School of Professional Psychology
OptumHealth Behavioral Solutions
Life of Purpose
Massachusetts Organization for Addiction Recovery (MOAR)
Office of National Drug Control Policy
The Providence Center
Health Resources and Services Administration (HRSA)
JACS
Oxford House Outreach Services
Association of Recovery Schools
JACS
Rockland Independent Living Center (RILC)
The Campbell Center
Nar-Anon
International Nurses Society on Addictions
White Bison, Inc./Wellbriety Training Institute
New England Association of Drug Court
Twin County Recovery Services, Inc.
Texas Department of State Health Services
The Campbell Center
Recovery Policy and Peer Services

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PARTICIPANTS

Cynthia Moreno-Tuohy	The Association of Addiction Professionals (NAADAC)
Penny S. Mills	ASAM
Tanya Naranjo	The Star Center/NAMI
Kristin Noecker	RASE Project
Charles Noerenberg	National Alliance for Drug Endangered Children
Stephanie Older	National Institute on Drug Abuse
Gary Parker	National Institute on Drug Abuse
Reverend Snow Peabody	Teen Challenge International, USA
Devin Reaves	Destination Hope
Claire Rice-Wasser	Al-Anon Family Group Headquarters, Inc., World Service Office
A.J. Senerchia	Young People in Recovery
Susan Shaw	AdCare Hospital
Mark Spence	Oxford House Outreach Services
Lauren Spiro	National Coalition for Mental Health Recovery
Eduardo Vega	Mental Health Association of San Francisco
Roy Walker	Synergy Enterprises, Inc.
Harvey Weiss	Synergies: National Inhalant Prevention Coalition (NIPC)
Sis Wenger	National Association for Children of Alcoholics (NACoA)

ORGANIZATION

SAMHSA Staff

H. Westley Clark, M.D.	SAMHSA/CSAT
Tom Coderre	SAMHSA/CSAT
Wilmarie Hernandez	SAMHSA/CSAT
Pamela S. Hyde	SAMHSA/CSAT
Dr. Kimberly Jeffries Leonard	SAMHSA/CSAT
Michele LaTour Monroe	SAMHSA/OC
Keris Myrick	SAMHSA/CMHS
Paolo del Vecchio	SAMHSA/HHS/CSAT
Abraham Ruiz	SAMHSA/CSAT
Amy Smith	SAMHSA/CSAT
Ivette Torres	SAMHSA/CSAT
Wilma Townsend	SAMHSA/CSAT

Contractor Staff

Pheniece Jones	Edelman
Grace Walhbrink	Edelman
Joy Malanyaon	Student Intern

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I. Welcome & Introduction – Ivette Torres and Pam Hyde, SAMHSA/CSAT

Ms. Torres, Associate Director for Consumer Affairs, SAMHSA/CSAT, welcomed everyone to the September ***Recovery Month*** Planning Partners 25th Anniversary meeting. Ms. Torres introduced Pam Hyde, SAMHSA's Administrator, to provide the welcome.

Ms. Hyde welcomed the Planning Partners to the meeting and congratulated the Planning partners for being the voice for recovery in the country for the past 25 years for the ***National Recovery Month***. She introduced three new additions to the SAMHSA staff, Tom Coderre, SAMHSA's senior advisor; Dr. Kimberly Jeffries Leonard, CSAT's deputy; and Keris Myrick, SAMSHA's associate director.

Ms. Hyde proudly mentioned that along with the Mental Health Parity Act (MHPA), the newly implemented Affordable Care Act is working, saying that ACA is keeping costs down and allowing the 60 million people with behavioral health needs to access to new and expanded coverage they never would have been able to access previous to ACA. She notes that behavioral health has now become a cost center, where it generates income for providers and non-profits. She stated that they are thinking of ways to help the providers to adjust to this different economic world now that it has evolved into a competitive market.

Ms. Hyde also noted that insurance plans can no longer deny coverage to pre-existing health conditions, and children are now allowed to stay on their parents plans through age 26. Although, this is a significant change that helps people get the proper care, however, she says that it does not ensure the quality of care, nor guaranteed payment for services and still many aren't aware of these new changes. So the public at large need to be informed, and the goal is to create ways to have Americans think about behavioral health and addictions differently, ergo, SAMHSA and its collaborators have been pondering on the science of changing social norms in an effort to achieve this goal. Ms. Hyde reminded the partners that this is a challenging game that has to be won and efforts have to continue to be made with as much urgency and fervor as the previous 25 years for the next 25 years and beyond.

Ms. Torres reviewed the agenda. She then introduced Dr. Kimberly Jeffries Leonard.

II. Introduction of New SAMSHA Staff

- Dr. Kimberly Jeffries Leonard expressed that she is elated to have joined the CSAT staff, and has learned a lot of her first six weeks in her position. She notes that this is quite personal for her in this role as she has family members and friends who are going through recovery. She continued to say that her goal is to support this process in whatever way possible in the capacity of her new role.

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- Mr. Tom Coderre, former chief of staff at the Office of Senate President for Rhode Island and SAMSHA's new senior advisor, thanked the Planning Partners for allowing him to be able to be a part of the National Recovery Month meetings, especially since he also is a person in long-term recovery. He shared that he traveled for 480 days with Faces and Voices of Recovery, and through those travels, he had the opportunity to observe the incredible work done across the country by the Planning Partners. He reiterated what SAMHSA's administrator, Pam Hyde, mentioned in her opening remarks, which was that this is an important time in our history in the realm of recovery to make a difference. He stated that efforts must be made to take advantage of this opportunity to commit to this cause.
- Keris Myrick, the newly appointed Director for the Office of Consumer Affairs, noted that in her first 61 days in her new role, she has been pleased with all the work that has been done as it relates to people who have mental health and substance use issues, and she looks forward to collaborating with other agencies to bring in recovery support and new programs to scale. She thanked all the participants for all the hard work they do and stated that she is excited to be participating in the meeting.

III. Welcome Video

A welcome video was shown to the Planning Partners. The video is available via YouTube and the SAMHSA website at www.samhsa.gov.

IV. Planning Partner Introductions and Updates

- Ivana Grahovac, executive director for Transforming Youth Recovery, a non-profit that dispenses \$1 million in grant money to start 100 new collegiate recovery programs across America. Thus far they have started 70 new programs to date.
- Robert Ashford, the founder of Eagle Peer Recovery, is now on the Board of Directors and the program director for Young People in Recovery. He runs the chapter for Texas.
- A.J. Senerchia, vice-president of communications for Young People in Recovery (YPR) and former SAMHSA intern and mentee under Ivette Torre. YPR provides housing and peer-to-peer support by way of free workshops in the community for people in recovery.
- Eduardo Vega, executive director of the Mental Health Association of San Francisco and the director of the Center for Dignity, Recovery and Empowerment, has been working on connecting recovery and the journey recovery to life transformations around suicide and suicidal moments.

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- Lynnae Brown, director of Howie the Harp Advocacy Center in New York City, a peer-run training program for people with mental health condition to become peer specialists in human services.
- Joan Kub, a representative of the International Nurse's Society on Addictions. She announced a conference that will be held on October 15-17, 2014 in Washington, D.C.
- Iden Campbell-McCollum, executive director of the Campbell Center. They have been awarded a contract with Child and Family Services to create the only program in the country that will hire youth in foster care as recovery specialists to provide peer support to other people in foster care.
- John de Miranda, representative for the Bay area and Monterey County. On 9/9/14, the County Board of Supervisors will issue the first proclamation supporting Monterey Country Recovery Month. A luncheon and screening will be held on 9/10/14 for the anonymous people.
- Daphne Baille, with TASC, Inc. TASC serves as a bridge between the justice system and community-based substance use disorder and mental health treatment. They have been working with the Affordable Care Act (ACA) to assist in enrolling people at the point of incarceration to attain access to treatment in the community.
- Mimi Martinez McKay, director of communications and legislative coordination for the Texas Department of Health Services, announced that they having their 4th annual statewide recovery rally on 9/13/14.
- Gary Parker with Kansas Consumer Advisory Council for Adult Mental Health will be hosting a luncheon with all of the CROs and state officials on 9/4/14. In the same week, they will do a presentation on *Get Healthy Kansas*, recognizing points of wellness to advocate making healthy choices and living longer.
- Robert Burhannan, vice-president with the Pennsylvania Department of Health introduced himself.
- Debra Browning, Pennsylvania Department of Health, invited the Planning Partners and participants to visit their website at www.ddap.pa.gov, to review a list of training programs.
- Robert Lindsey, a representative for Friends in Recovery New York, and Recovery Advocacy in Saratoga Springs. They are both showing the anonymous people on September 17-18 in Albany with many of the New York State legislators.
- Cortney Lovell, a federal substance abuse prevention coordinator for the Army National Guard shared that the New York chapter is in the midst of getting all the chapter members certified in care services to become peer advocates.
- Tanya Naranjo is a project manager for NAMI Star Center, funded by SAMHSA. She

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invited everyone to www.consumerstar.org to view the webinars and resources.

- Penny Mills is the CEO of American Society of Addiction Medicine, which represent over 3,200 addiction medicine physicians and associated professionals. She noted that over 1,000 physicians are sitting to get certified as addiction medicine physicians in November.
- Charles Noerenberg is the president of the National Alliance for Drug Endangered Children. This organization trains local practitioners, lawyers and educators to assist in helping drug-endangered children. There is an annual conference being held in Orlando, Florida the first week of October.
- Sis Wenger, with the National Association for Children of Alcoholics, announced for the last five month they have been working with the Celebrating Families Program in Oklahoma, and on a smaller scale local communities in Iowa. The next training event will be in Virginia Beach on 9/8/14.
- Kristin Noecker, director with the RASE Project, stated that for *Recovery Month* they will put on a comedy show on 9/13/14 in Middletown, PA.
- Ray Bullman with the National Council on Patient Information and Education, made mention that in March NCPIE conducted a two-day listening campus dialogue for historically black colleges and university in the Washington, D.C. metropolitan area.
- Vicki Griffiths, coordinator of JACS, announced that they are now doing events for *Recovery Month*. They are doing an annual clothing giveaway. Last year they clothed 127 people, with the help of Men's Warehouse's donation of \$30,000 worth of clothing every year. She added that a spiritual workshop weekend will take place on October 31-November 2 for Jewish individuals in Recovery.
- Cathy Khaledi, with Nar-Anon, invited participants to visit their website at www.nar-anon.org.
- Harvey Weiss with Synergies noted that there will be an event held with 17 other organizations participating and various keynote speakers will be in attendance on 9/13/14.
- George Hoehmann, executive director of the Rockland Independent Living Center announced that for *Recovery Month*, on September 18th, the chairman of the New York State Mental Health Committee, along with other organizations will be doing a screening and having panel discussions.

V. Recovery Month 2014 Materials Review - Abraham Ruiz; Michele Monroe

Mr. Ruiz announced that in January of 2014, a theme was chosen for the 26th annual *National Recovery Month* and it will be "**Join the Voices for Recovery: Visible, Vocal, Valuable.**" The target audience for next year will be young people, which will be comprised of high school students and college students; the peer support community and family support. He adds that he is

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hoping to have the final PSAs by January. He requested participants to forward him any resources, and/or suggestions to add to the Toolkit for 2015. He also mentioned to post all *Recovery Month* events on the website at www.recoverymonth.gov.

A comment was made by a Planning Partner, Dr. Joan Kub, regarding a bullet of "Family Support." She noted that it is interpreted that it is a family's job to continue to help take care of the addicted person, adding that while they are critical, they also need support. She insisted that when comprising the Toolkit and the development of the PSA, not to delete that portion covering the important element of breaking the generational cycle of addiction in families.

Ms. Monroe, with Project Evolve, explained that it is a project with the goal of consolidating the various SAMHSA websites into one SAMHSA.gov website, using only one platform to improve the search engine, improve 508 compliance, and move to the Cloud infrastructure. She noted that they are moving into a WCMS, a web content management system, which is more user-friendly; however, she mentioned that the WCMS that *Recovery Month* is currently on is old, antiquated and experiencing some technical problems. These issues are being addressed by adjusting the coding to fit the old platform. This is Phase I.

Phase II is addressing websites that cannot be posted because some are too large, or cumbersome, or has a lot of functionality built into them. Phase III extranets are going to be incorporated, which are databases and online trainings that will have to go to common data platforms.

A luncheon recess was taken where there were greetings from Paolo del Vecchio and Dr. H. Westley Clark.

VI. 2015 *Recovery Month* Subcommittee Brainstorming Session and Report

After the luncheon recess, participants and Planning Partners were assigned to four separate subcommittees with the charge to brainstorm short-term and long-term goals and ideas for *Recovery Month*. The suggestions made for each subcommittee are as follows:

1. Public Relations and Marketing - **Mimi Martinez-McKay, Chair**
 - Reaching out to the media through social networking and Google
 - Making direct inquiries to bloggers and reporters who author related articles
 - Reestablish structure and create templates for uniformity
 - Improve navigation tools on the website
 - Sponsor more informative campaigns

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- Write articles and distribute them on college campuses
- Continue with SAMHSA webinars

2. Evaluation - Dr. Joan Kub; Eduardo Vega

- Make inquiries from users to find out what they perceive as interesting, valuable, and useful
- Obtain statistical numbers on the effects of social media
- Make sure there are hyperlinks on social media to navigate them directly to the website
- Conduct surveys to find out how *Recovery Month* has affected them
- What are the effects of *Suicide Prevention Week* and *Recovery Month* occurring in the same month of September
- Surveys about who are attending rallies, campaigns and events
- Digital data tracking

3. Sustainability - Sis Wegner, Chair

- Strategies and Purpose: Sustain Recovery Month
- Provides platform for year-long promotion of recovery
- In the future, not to limit stakeholders to just people in recovery
- Think of recovery at the community level
- Conceptualize recovery growing at the community level
- Provide packets and tools in the community to encourage engagement and participation
- Include persons who are not in recovery and not solely target persons in recovery
- Educate less of a targeted audience for recovery
- Establish a strategy before moving forward with content and messaging to ensure success
- Hold events at local businesses to recruit corporate sponsors
- Invite key corporate officers in the community to observe events

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- At events and/or meetings, have participants text or email agencies making remarks and comments simultaneously and in mass numbers
- 4. Content, Messaging and Multimedia - **Daphne Baille, Chair**
 - Improve upon the Toolkit to better suit the end user, making it user friendly
 - Adding share navigation tabs for Twitter and Facebook
 - Creating a **Recovery Month** app for Smart phones
 - Improve the content by making it more emotional and relatable
 - Geared less toward targeted agencies and more to the community
 - Have more in-person engagements in the community, making it more personal
 - Revise the webcasts and videos to be shorter in length to keep users engaged

VII. New Business and Adjourn

Ms. Torres thanked all of the Planning Partners for participating in the meeting and for all of their hard work throughout the year. She reminded everyone of the upcoming **Recovery Month** Planning Partners' meetings and events and asked that everyone consider hosting the 2014 Kick-Off Luncheon. Any Partners who are interested can reach out to Ms. Torres to discuss further (Ivette.torres@samhsa.hhs.gov). The following dates are the events for the 2014 activities:

- September 4, 2014 – **Recovery Month** Kick-Off Luncheon

As approved by the Planning Partners, the 2015 **Recovery Month** Planning Partners Meetings will be on:

- January 22, 2015 – **Recovery Month** Planning Partners' Meeting (in person)
- March 11, 2015 – **Recovery Month** Planning Partners' Meeting via TELECONFERENCE
- June 10, 2015 – **Recovery Month** Planning Partners' Meeting via TELECONFERENCE
- September 9, 2015 – **Recovery Month** Planning Partners' Meeting (in person)
- September 10, 2015 – **Recovery Month** Kick-Off Luncheon

Having no new business announcements, at 3:37 p.m., the meeting was adjourned.